



**World Health
Organization**

REGIONAL OFFICE FOR

Europe



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EVID-ACTION and the Alcohol Policy Playbook: Empowering Public Health Advocates to Navigate Alcohol Policy Challenges

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Agenda

- EVID-ACTION: An update
- The Alcohol Policy Playbook
 - How it was developed
 - How it can be used
 - How it can be shared



EVID-ACTION

EVID-ACTION



A joint effort of the European Union and the WHO Regional Office for Europe in 30 countries (EU member states, Iceland, Norway and Ukraine).



Europe's Beating Cancer Plan aims to raise awareness of and address **key risk factors for cancer**, including risks due to alcohol consumption.



The WHO European Framework for Action on Alcohol, 2022-2025 draws on a robust evidence base for policy measures to **reduce alcohol consumption and harms** and broader health inequalities.

Specific objectives of EVID-ACTION

SPECIFIC OBJECTIVE 1:



HEALTH WARNING LABELS FOR ALCOHOLIC BEVERAGES

SPECIFIC OBJECTIVE 2:



CAPACITY BUILDING, HEALTH LITERACY, PUBLIC KNOWLEDGE AND ADVOCACY

SPECIFIC OBJECTIVE 3:



SCREENING AND BRIEF INTERVENTIONS

Objective 1: What do we want to know?



How should the health warnings look like ?

What should be the content (topic, wording) and format (size, visibility, positioning) to increase attention and engagement with the health warnings?



What is the impact of health warnings?

What is the impact of exposure to health warning messages on knowledge of alcohol-related harm, support for alcohol policies and potentially on behaviour



What is the added value of labels?

... over alternative means of information provision, such as QR codes and communication campaigns?

Developing evidence on health warnings

RESEARCH NOTE

Open Access

How much do Europeans know about the link between alcohol use and cancer? Results from an online survey in 14 countries

Maria Neufeld^{1*}, Daša Kokole^{1,2}, Daniela Correia^{1,3}, Carina Ferreira-Borges¹, Aleksandra Olse Jürgen Rehm^{4,5,6,7}



ARTICLES · Volume 9, Issue 7, E470-E480, July 2024 · Open Access

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Effect of alcohol health warning labels on knowledge related to the ill effects of alcohol on cancer risk and their public perceptions in 14 European countries: an online survey experiment

Daniela Correia, MSc^{a,b,c,*} · Daša Kokole, PhD^{a,d,*} · Jürgen Rehm, PhD^{e,f,g,h,i} · Alexander Tran, PhD^{a,e} · Carina Ferreira-Borges, PhD^a · Gauden Galea, PhD^a · et al. [Show more](#)

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European Journal of Public Health, 1–20

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<https://doi.org/10.1093/eurpub/ckad141>

Public awareness of the alcohol-cancer link in the EU and UK: a scoping review

Daša Kokole^{1,2} · Carina Ferreira-Borges¹ · Gauden Galea¹ · Alexander Tran^{1,3,4} · Jürgen Rehm^{3,4,5,6,7,8,9} · Maria Neufeld¹



Brief Report | [Open Access](#) |

Assessing the impact of providing digital product information on the health risks of alcoholic beverages to the consumer at point of sale: A pilot study

Jürgen Rehm · Carina Ferreira-Borges, Daša Kokole, Maria Neufeld, Aleksandra Olsen, Pol Rovira, Lidia Segura Garcia, Alexander Tran, Joan Colom

First published: 02 May 2023 | <https://doi.org/10.1111/dar.13676>



Objective 2: What do we want to do?

Combined efforts to create significant and sustainable social change



Setting up networks



Member State
Focal Points



Youth



Early Career
Scientists

Involving people more

People-centred approaches –
Co-design & Participatory Leadership



Solutions grounded in real-world needs
&
Impactful, inclusive outcomes

Resources that are accessible
and actionnable

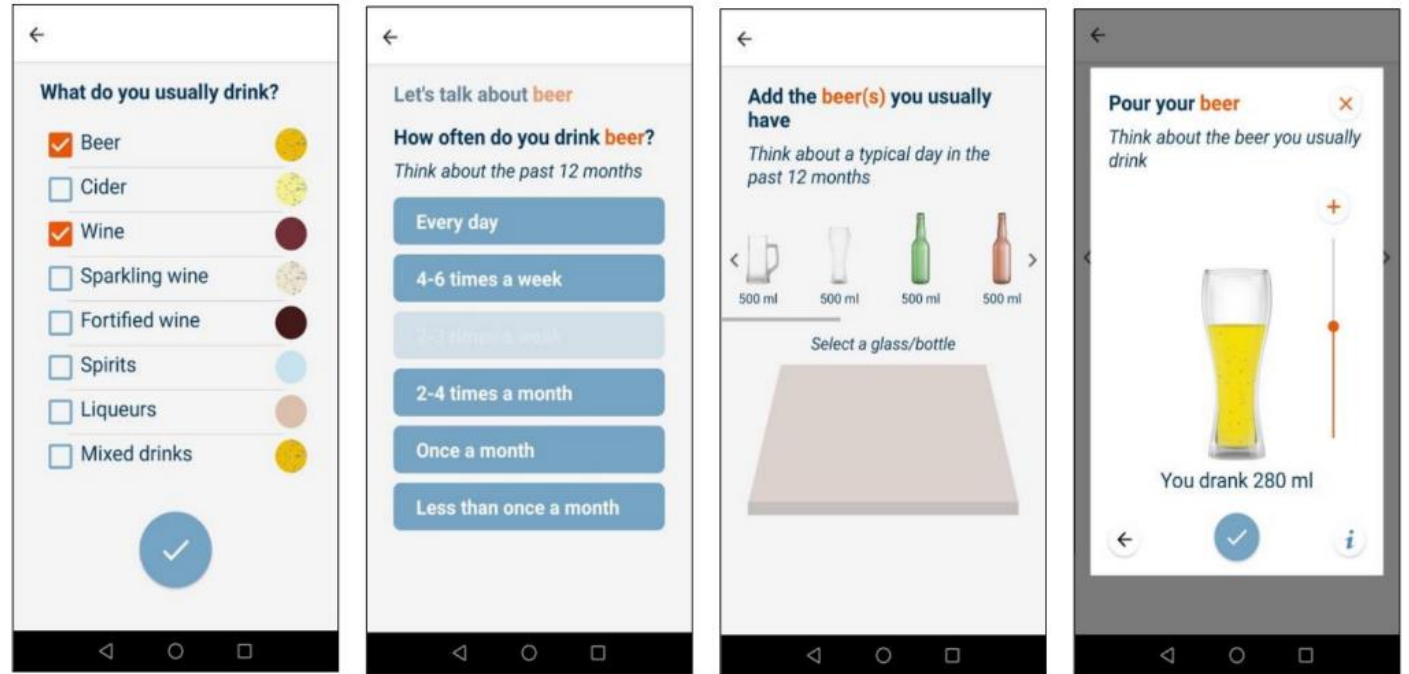


Synergies between networks and objectives



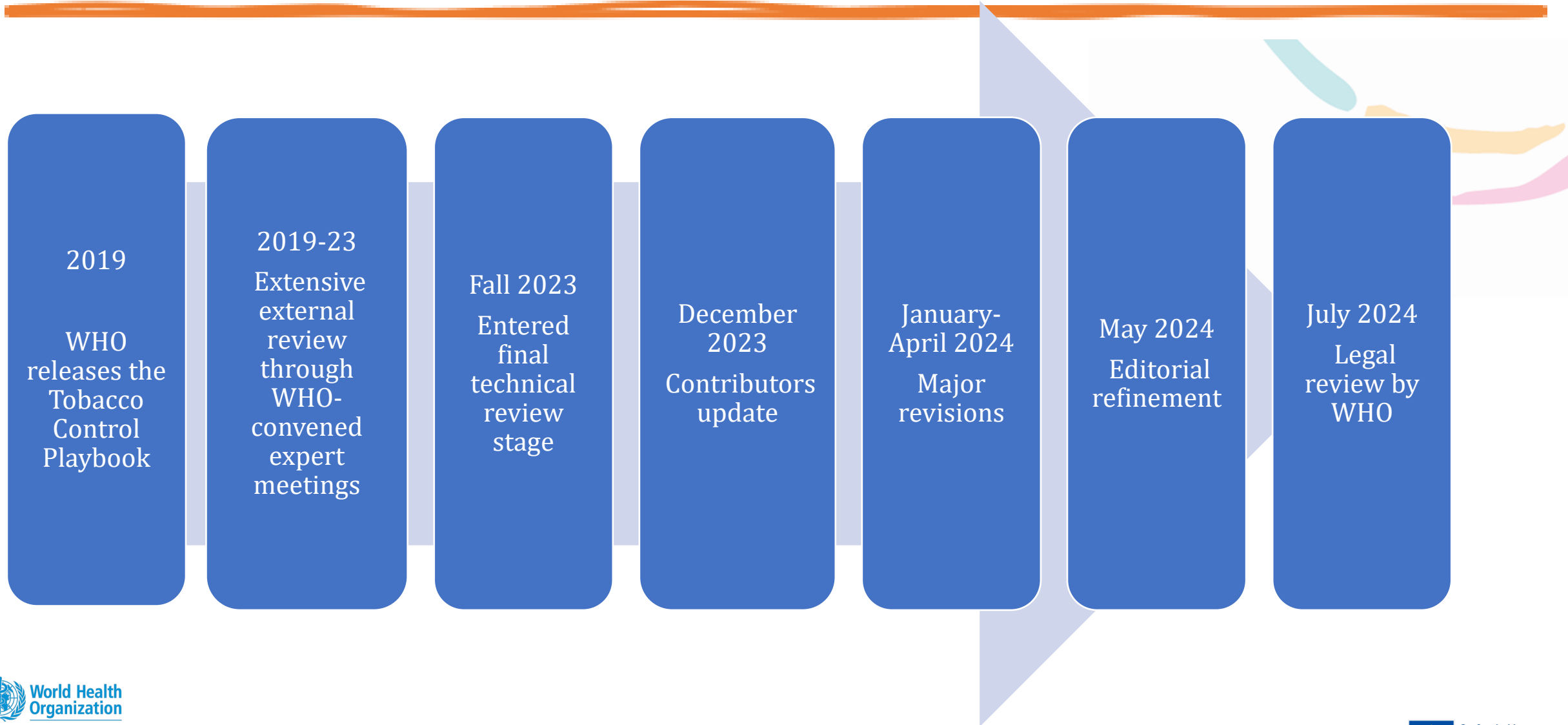
Objective 3: What do we want to do?

Make Alcohol Screening and Brief Intervention (SBI) a routine, **preventive** tool in primary care to proactively support healthier choices and **strengthen public health**



Alcohol Policy Playbook

How it was developed





**Empowering public
health advocates
to navigate alcohol
policy challenges**

alcohol policy playbook

From draft to publication

- **Avoid bellicose tone**

Adopts an informative tone aimed at helping policymakers develop a critical approach to preconceived ideas promoted by the alcohol industry.

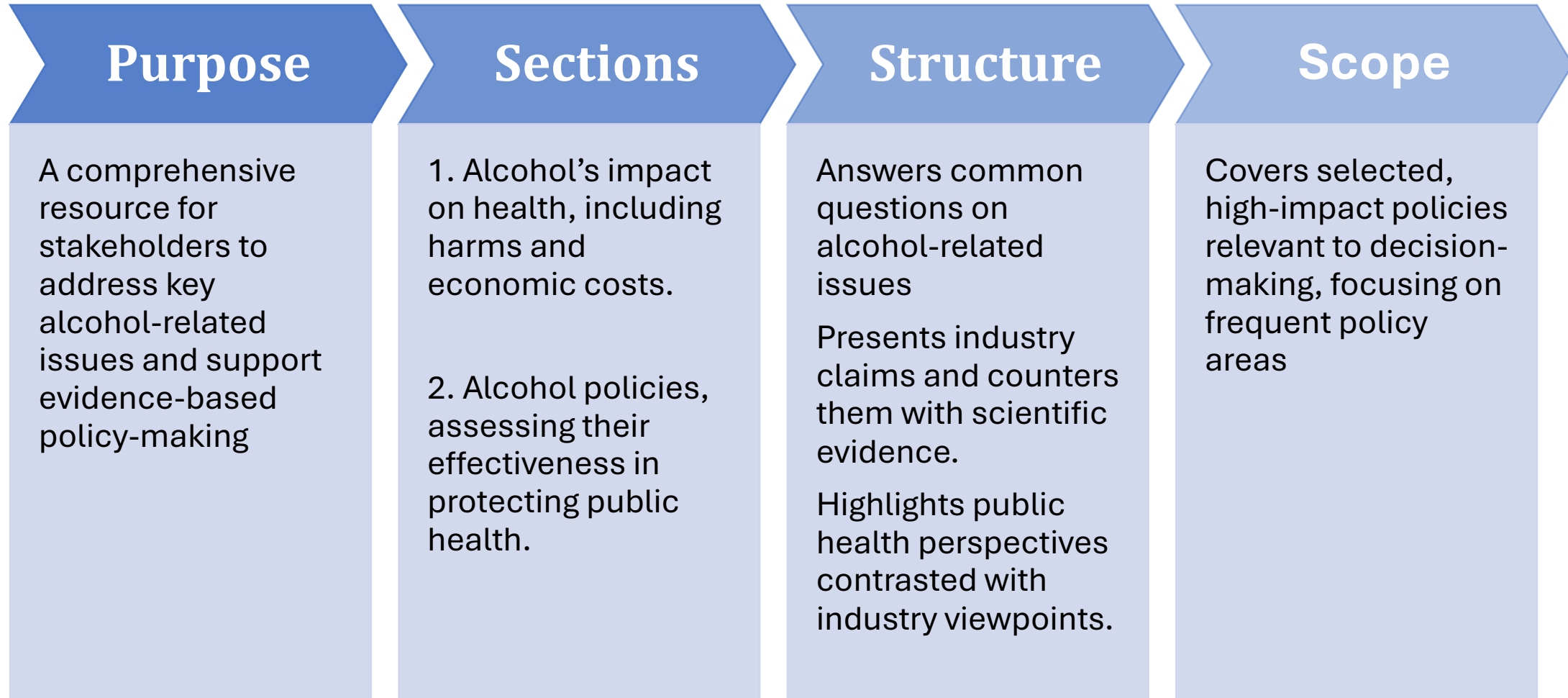
- **Focus on industry’s “frames” rather than “claims”**

To avoid accusations of misquoting, the industry's position is presented using scientific literature, mainly discourse analysis of public submissions to policy consultations – the framing literature.

- **Target policy makers**

Designed to meet the needs of its primary target audience, policymakers.

Structure



Evidence that is accessible & actionable



World Health Organization
European Region



Empowering public health advocates to navigate alcohol policy challenges

alcohol policy playbook

World Health Organization
European Region

Cheers!
To our health

-Really?

Alcohol stripped bare

- Alcohol can be harmful to everyone
- Alcohol is not good for health
- Alcohol causes cancer
- Alcohol is not profitable for governments

WHO demystifies everything you ever heard about alcohol, health and alcohol policy.
The Alcohol policy playbook provides data supporting science-based policies that protect both public health and public finances.
Policy-makers, for the health of all, let's develop public policies based on the latest data on alcohol and health.

To access the Alcohol policy playbook



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Fully aware 

World Health Organization
European Region

Cheers!
To our health

-Really?

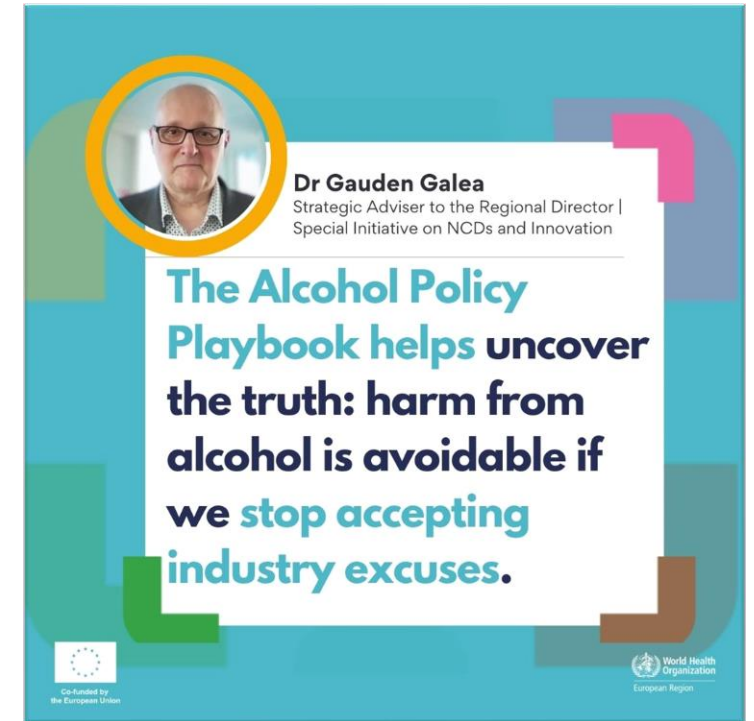
Reframing alcohol:
a summary of the Alcohol policy playbook

Profit-seeking and public health perspectives on reducing alcohol use and its harm: weighing up the public health evidence for the health of everyone

Fully aware 

Communications

- **Target audience: policy makers**
- **Communications objectives:**
 - **Get the attention** of policy makers in Europe and direct them to the Playbook
 - **Show a united public health community** on commercial determinants and industry interference





Communications

- Media Press Release to go out 2 hours ago!
- Communicating using the simple clear look and feel of the Playbook

Next steps

1

Keep us informed
about media
requests

2

Share with us
examples of media
coverage

3

Let us know how it
is being used.

Thank you!

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Alcohol/EVID-Action: [WHO/EU Evidence into Action Alcohol project \(EVID-ACTION\)](#)